

identity standards



The success of Raynor is due largely in how it is perceived in the marketplace. The heart of our identification system is our logo. In order to ensure that our logo is well-known and visible around the world, it is essential for all of us to protect it and use it consistently.

As part of a company-wide initiative to strengthen and unify our corporate image, this document has been designed to provide standards for use of the Raynor logo and to provide guidance for use of other design treatments.

The purpose of this section is to clearly document the standards and guidelines necessary for the consistent application of the Raynor logo and the Raynor corporate image.

It is the responsibility of all who use the Raynor logo to use it in accordance with these guidelines. If you have any questions concerning other applications, please contact the Raynor Marketing Department for clarification.

Only by following these established guidelines will be able to preserve and enhance our identity program for the future.

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THE RAYNOR LOGO

There is only one Raynor logo. The logo is always represented as shown below and may never be printed or reproduced in another manner. The Raynor logo has been custom-drawn and may not be recreated. Do not attempt to set type or draw the Raynor arc with the parallelogram symbol. Use approved reproduction artwork only.



Sizing/Measurements/Proportions



X = Cap Height of "R"
Y = Width of Parallelogram symbol

Note: The X and Y measurements will be referenced throughout this manual.

Area of Isolation

The amount of open space surrounding the logo is important in maintaining clear visibility and recognition. The area of isolation provides a non-interference zone that separates the logo from all other elements other than identifiers (see next page). The area of isolation is based on the height of the "R" in Raynor as illustrated below.



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COLOR REPRODUCTION

Proper use of color is an important factor in protecting the integrity of the Raynor identity. The 2-color Raynor logo is Pantone 295 and Cool Gray 7. The Raynor name, register mark and parallelogram symbol are Pantone 295. The arc should be printed in Cool Gray 7 or Metallic Silver when appropriate.



PANTONE COLOR EQUIVALENTS

The CMYK (4-color) equivalents of Pantone 295 are:

Cyan=100 Magenta=57 Yellow=0 Black=40

The CMYK (4-color) equivalents of Cool Gray 7 are:

Cyan=0 Magenta=0 Yellow=0 Black=37

The RGB (Microsoft applications) equivalents of Pantone 295 are:

Red=0 Green=63 Blue=130

The RGB (Microsoft applications) equivalents of Cool Gray 7 are:

Red=53 Green=53 Blue=53

yellow page ads

RESIDENTIAL FOCUS

DEALER NAME/LOGO
1234 Street Address
Anywhere, State 12345

RAYNOR
AUTHORIZED DEALER

123.4567

- 24-hour emergency service on all makes & models
- Sales, installation & service by the pros
- Free sales estimates & in-home consultations
- "For As Long As You Own Your Home" warranties
- Choose from many color & style options
- 1/3 & 1/2 hp garage door openers
- Ask about our Senior Citizen Discount
- Serving (Your City) for over XX years

residential and commercial garage doors • residential openers • commercial operators

www.raynor.com

Questions? Call Marketing Services at 815.285.7365